

# Ali Tajer

## Product Designer

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Product designer with 4+ years across EdTech, marketplaces and PropTech, taking work from research to launch. Trained as an architect, so I think in systems and structure, and these days I build what I design. I'm focused on AI and agentic products: designing how people and AI share the work, and where a person stays in control. Right now I'm designing and building Majella Properties' internal platform and AI automations from 0 to 1, and I help run Natter, one of Manchester's most active design communities. Looking for a role where I can take on harder product problems. Ranked #1 in the UK and #5 globally on Uxcel.

## SKILLS & TOOLS

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**AI product & agentic design:** Agentic UX · AI interaction design · Agentic design patterns · Agent orchestration · Human-in-the-loop systems · User control & intervention · AI transparency & explainability · AI trust & safety UX · Conversational UX · Prompt & context design · AI product strategy

**Product & UX:** Product Discovery · Information Architecture · UX Research & Usability Testing · Design Systems · Interaction Design · Prototyping · Service Design · Accessibility (WCAG 2.1 AA) · Agile / Lean UX · Jobs-to-be-Done

**Design & build tools:** Figma · Framer · ProtoPie · Miro · Claude / Claude Code · Cursor · Bolt.new · v0 · Lovable · Figma Make · n8n · HTML/CSS · Design tokens

**Research:** Maze · Lookback · Hotjar · GA4 · Dovetail

## PROFESSIONAL EXPERIENCE

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**Majella Properties** · Product Design & Automation Consultant Feb 2026 – Present

- Building an agentic maintenance-triage tool for the property operation: an AI agent with six tools over a real database and a multi-step tool-use loop, autonomy scoped by consequence so low-risk actions run on their own and high-risk ones wait for approval, with safety written in code, approval and run-log surfaces, and an eval harness to find where it fails before it's trusted.
- Designing and building a custom web app to replace the legacy database: lease and invoice generation, plus a management dashboard that pulls deadlines, compliance and maintenance into one view, and a calendar.
- Designing AI-driven automation for rent and utility invoicing and wiring it into Xero through its API, iterating against real business and technical constraints.
- Working with the owner, bookkeeper and manager across each project and touchpoint of the business, mapping how things actually run across 200+ tenants at three sites and finding where design and automation add the most value.

**MarziUXD** · AI Design Mentor (Part-time) Aug 2025 – Jan 2026

- Ran sessions on AI design patterns and AI-assisted workflows, covering how to design product interfaces where AI does part of the work: what to hand to the model, what to keep under user control, and how to keep its output reviewable.
- Coached around 70 designers across competing teams through structured product design challenges, reviewing case study structure, problem framing and presentation.

**MidShift** · AI Product Designer (AI-powered EdTech SaaS) Mar 2024 – Jul 2025

- Joined an early-stage AI EdTech startup to own end-to-end design and research through multiple product pivots.
- Solved a major team bottleneck: with no frontend capacity, I brought Bolt.new and Cursor into our live workflow and shipped straight from design, building the MVP fast enough to get it in front of users early, and became the go-to person for testing and adopting new AI design tools.
- Built the Figma component library and design system from scratch, keeping the UI consistent as the product direction changed.

- Ran discovery and prioritisation with the PM, ML engineers and marketing; also shaped the pitch deck and helped hire designers.
- Ran user interviews, usability testing (Maze, Lookback) and competitive benchmarking, turning findings into roadmap decisions each sprint.

#### **Nodemon LLC** · Product Design Consultant (AI Hiring Platform)

Dec 2023 – Mar 2024

- Sole external consultant on an early-stage AI hiring platform; advised the PM on UX strategy and moved the in-house team from an aesthetics-first process to a problem-led one through a structured design-thinking workshop.
- Extended the existing Figma design system, keeping components consistent across sprints as the product vision evolved.

#### **TNQ** · Duty Manager & Product Designer (Part-time)

Nov 2021 – Jan 2026

- Built an AI-enabled staff-scheduling tool with Bolt.new, Cursor and Supabase, scoped from direct observation and team interviews, cutting scheduling errors for a team of 12.
- Designed and ran the customer-facing website; found the right moment to ask for reviews and ran a QR-code strategy that added 400+ Google reviews and lifted the rating from 4.3 to 4.5.

#### **Karchidari** · UX/UI Designer (Home Services Marketplace)

May 2021 – Oct 2022

- Sole designer taking a home services marketplace from 0 to 1 with the founder and a cross-functional team, through to shipped MVP.
- Ran 20+ user interviews across both sides of the marketplace, shaping the information architecture, onboarding and booking flows, and built the Figma design system from scratch.

#### **Khaneh Sarmayeh** · UX/UI Designer (Finance Education Platform)

Feb 2021 – Apr 2021

- Redesigned login and sign-up flows with the CTO, turning requirements into production-ready UI, and built a foundational component library from scratch.

### **PREVIOUS EXPERIENCE**

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Multimedia & Content Design Lead · Gashtnameh

2019 – 2021

Co-Founder & Product Designer · ARtHOME (AR/VR Interior Design App)

2019 – 2020

Founder & Lead Designer · Paraharch Interior Design Studio

2018 – 2020

### **EDUCATION & CERTIFICATIONS**

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#### **Uxcel** · Certified Product Designer

Ranked #1 in the UK and #5 globally. 46 course certificates, valid to Feb 2027.

#### **Bu-Ali Sina University (BASU)**

BEng Architectural Engineering (UK Upper Second-Class Honours equivalent).

### **COMMUNITY, SPEAKING & MENTORSHIP**

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#### **Speaker, Organiser & Mentor** · Natter Manchester

2024 – Present

Core team member helping build one of Manchester's most active design communities. Rising Star Award recipient; co-organising events, contributing to visual content and brand capture, speaking at Street Group HQ, and featured on the Auto Trader Design Podcast; mentors junior designers on portfolios and job searching.

### **LANGUAGES**

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Farsi (native) · English (fluent)